JULY 29, 1995

TO: ALL RX PLACE STORES ONLY

FROM: NANCY ILDEFONSO

RE: R.J. REYNOLDS TOBACCO COMPANY

ONCE AGAIN, THE R.J. REYNOLDS TOBACCO COMPANY IS OFFERING A CO-MARKETING BUYDOWN PROMOTION PROPOSAL ON THE FOLLOWING BRANDS:

$2.50 OFF A CARTON PRICE REDUCTION ON: SELECT AND WINSTON BRAND STYLES.

WE ARE ENCLOSING IN-STORE COUPONS TO BE USED ON 48 TOTAL CARTONS ONLY. R.J. REYNOLDS REPRESENTATIVES WILL BE VISITING YOUR STORE TO SET UP A TEMPORARY FLOOR BASE DISPLAY.

SPECIAL NOTE: IF A REPRESENTATIVE FROM R.J. REYNOLDS DOES NOT SHOW UP TO PLACE A FLOOR UNIT, PLEASE AFFIX YOUR COUPONS TO YOUR CARTONS FOR SELLING.

HOW TO HANDLE COUPON:
AFFIX EACH CARTON INVOLVED WITH A COUPON. AT THE END OF EACH WEEK YOU ARE TO COUNT AND PACK YOUR COUPONS AND MAIL TO THE NEW YORK OFFICE ATTN: NEREIDA ROSADO, ACCOUNTING.

PROMOTIONAL PERIOD: 8/28/95 TO 9/08/95

SHOULD YOU HAVE ANY PROBLEMS/QUESTIONS, PLEASE CALL THIS OFFICE.

CC: J. KELLER
K. DAVIS
D. THIGPEN
D. CORTEZ (160)
J. JONES (RJR)
FILE

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Source: https://www.industrydocuments.ucsf.edu/docs/rkxn0000